

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	185167	
	Alt Order #:	6828172	
	Product Desc:	order	
	Estimate:	813819	
	Flight Dates:	08/13/12 - 08/19/12	
	Original Date / Rev:	06/21/12 / 08/10/12	
	Order Type:	REG	
			<b>Primary AE:</b>
			Petry Philadelphia
			<b>Sales Office:</b>
			P-PHI
			<b>Sales Region:</b>
			Nat
<b>Agency</b>	<b>Name:</b>	Smart Media Group	
	Buying Contact:		Billing Type:
	Billing Contact:		Broadcast
		814 King Street	EOM/EOC
		Alexandria, VA 22314	Agency Commission:
			15%
<b>Advertiser</b>	<b>Name:</b>	POL/Detroit International Bridge	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL2	Order Separation:
	Priority:	P2	Advertiser External ID:
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:
			IN10086/SP6681/TO1332/MO1041

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	23	\$8,100.00	\$6,885.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$8,100.00	\$6,885.00	0.00
Total	23	\$8,100.00	\$6,885.00	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Patty Philadelphia			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WOOD	30%	\$8,100.00
Market	100%	\$27,000.00

## **Competitive Share**

CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVI	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$8,100.00
WXMI	10%	\$2,700.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$8,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/13/12	08/13/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:15/15	1	\$450.00	P2	0.00	BK	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 08/13/12	08/19/12	M-----		1	\$450.00	0.00							
E 2	WOOD	08/14/12	08/14/12		CM	12-1p	-T-----	:15/15	1	\$450.00	P2	0.00	BK	1	\$450.00

Order / Rev: 185167  
Alt Order #: 6828172  
Flight Dates: 08/13/12 - 08/19/12

Advertiser: POL/Detroit International Bridge  
Product Desc: order  
Estimate: 813819

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
<b>Noon News</b>																										
<b>News 8 @ Noon</b>																										
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Week: 08/13/12	08/19/12	-T-----	1	\$450.00	0.00																					
E 3	WOOD	08/15/12	08/15/12	Noon News	CM	12-1p		--W----	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00										
<b>News 8 @ Noon</b>																										
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E 4	WOOD	08/16/12	08/16/12	Noon News	CM	12-1p		---T---	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00										
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Week: 08/13/12	08/19/12	---T---	1	\$450.00	0.00																					
E 5	WOOD	08/14/12	08/14/12	M-F 3-4p	CM	3-4p		-T-----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00										
<b>The Doctors</b>																										
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E 6	WOOD	08/15/12	08/15/12	M-F 3-4p	CM	3-4p		--W----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00										
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Week: 08/13/12	08/19/12	--W----	1	\$100.00	0.00																					
E 7	WOOD	08/16/12	08/16/12	M-F 3-4p	CM	3-4p		---T---	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00										
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E 8	WOOD	08/17/12	08/17/12	M-F 3-4p	CM	3-4p		----F--	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00										
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Week: 08/13/12	08/19/12	----F--	1	\$100.00	0.00																					
E 9	WOOD	08/13/12	08/13/12	5am Daybreak	CM	5a-6am		M-----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00										
<b>5am Daybreak</b>																										
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Week: 08/13/12	08/19/12	M-----	1	\$200.00	0.00																					
E 10	WOOD	08/14/12	08/14/12	5am Daybreak	CM	5a-6am		-T-----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00										
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Week: 08/13/12	08/19/12	-T-----	1	\$200.00	0.00																					
E 11	WOOD	08/15/12	08/15/12	5am Daybreak	CM	5a-6am		--W----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00										
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Week: 08/13/12	08/19/12	--W----	1	\$200.00	0.00																					
E 12	WOOD	08/16/12	08/16/12	5am Daybreak	CM	5a-6am		---T---	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00										
<b>5am Daybreak</b>																										
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Week: 08/13/12	08/19/12	---T---	1	\$200.00	0.00																					
E 13	WOOD	08/17/12	08/17/12	5am Daybreak	CM	5a-6am		----F--	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00										
<b>5am Daybreak</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	----F--	1	\$200.00	0.00																					
E 14	WOOD	08/13/12	08/13/12		CM	6-7a		M-----	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00										

Order / Rev: 185167  
Alt Order #: 6828172  
Flight Dates: 08/13/12 - 08/19/12

Advertiser: POL/Detroit International Bridge  
Product Desc: order  
Estimate: 813819

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount			
				6am Daybreak														
				6am Daybreak														
				<b>NEWS8-DAYBREAK</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	M-----		1	\$475.00			0.00								
E 15	WOOD	08/15/12	08/15/12	6am Daybreak	CM	6-7a		--W---	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00		
				6am Daybreak														
				<b>NEWS8-DAYBREAK</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--W---		1	\$475.00			0.00								
E 16	WOOD	08/16/12	08/16/12	6am Daybreak	CM	6-7a		---T---	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00		
				6am Daybreak														
				<b>NEWS8-DAYBREAK</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--T---		1	\$475.00			0.00								
E 17	WOOD	08/19/12	08/19/12	Daybreak Sun @6am	CM	6-7a		-----S	:15/:15	1	\$175.00	P3	0.00	BK	1	\$175.00		
				Daybreak Sun @6am														
				<b>SU DAYBREAK</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S		1	\$175.00			0.00								
E 18	WOOD	08/19/12	08/19/12	Today Show Su	CM	758-9a		-----S	:15/:15	1	\$650.00	P4	0.00	BK	1	\$650.00		
				Today Show Sunday														
				<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S		1	\$650.00			0.00								
E 19	WOOD	08/14/12	08/14/12	Tonight Show/Jay Leno	CM	1135-1235a		-T-----	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00		
				Tonight Show w/ Leno														
				<b>TONIGHT SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-T-----		1	\$350.00			0.00								
E 20	WOOD	08/15/12	08/15/12	Tonight Show/Jay Leno	CM	1135-1235a		--W----	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00		
				Tonight Show w/ Leno														
				<b>TONIGHT SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--W----		1	\$350.00			0.00								
E 21	WOOD	08/16/12	08/16/12	Tonight Show/Jay Leno	CM	1135-1235a		---T---	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00		
				Tonight Show w/ Leno														
				<b>TONIGHT SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	---T---		1	\$350.00			0.00								
E 22	WOOD	08/13/12	08/13/12	LN M-F	CM	11-1135p		M-----	:15/:15	1	\$750.00	P4	0.00	BK	1	\$750.00		
				M-F News 8 @ 11														
				<b>NEWS 8 AT 11PM</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	M-----		1	\$750.00			0.00								
E 23	WOOD	08/14/12	08/14/12	Tue Hour 3	CM	10-11p		-T-----	:15/:15	1	\$850.00	P4	0.00	BK	1	\$850.00		
				Tuesday 10-11p														
				<b>LOVE IN THE WILD</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-T-----		1	\$850.00			0.00								

Totals 23 \$8,100.00